



*Centennial
Pageant*
and
Spectacular
Historical Jubilee
Aug. 10 - Sept. 9

SPECIAL EXCURSION FARES
FROM ALL POINTS ON THE
OREGON-WASHINGTON RAILROAD
& NAVIGATION CO.
AND SOUTHERN PACIFIC LINES IN OREGON

ASTORIA

1811-1911

EVERY tourist who contemplates a trip to the Pacific Coast this summer should include Astoria in the itinerary. It is at Astoria that the great Centennial is to be celebrated from August 10th to September 9th, commemorating the one hundredth anniversary of the founding of the seaboard metropolis of Oregon.

When old New York City was young—to be exact, June 23, 1810—the Pacific Fur Company was organized by John Jacob Astor, of which he was the President, and the owner of fifty of the one hundred shares of its stock, his ten partners holding the remainder. In addition there were upward of 140 employes of various grades. In the outset Mr. Astor organized two expeditions, one to go to the Pacific Coast by sea, and the other overland. The "Tonquin," commanded by Captain Jonathan Thorn, a navel officer of the United States, was selected to convey the sea expedition, and left New York September 6, 1810, with a crew of 21 men and 33 passengers, and among the latter were four of Astor's partners and eleven clerks. The Tonquin arrived at the Hawaiian Islands February 11, 1811, and left on the 28th for the Columbia river with an addition of 24 Islanders, 100 head of live hogs, some goats, two sheep and a little poultry. This shipment marks the first introduction of live stock into Oregon by white men. The river was en-

tered on March 25th, and on April 12th part of the party landed on the present site of Astoria.

On June 1st the Tonquin left Astoria, put to sea on the 5th with twenty-three persons on board, and sailed north, and as far as can be determined, arrived at Nootka Sound, Vancouver's Island, about seven days later. Nothing was ever heard of this vessel except from a Gray's Harbor Indian named Lamazee, who went on the Touquin as an interpreter, and who returned to his tribe about two years afterward. He reported that Captain Thorn had a row with an Indian chief over matters of trade, which resulted in the capture of the vessel by the Indians and the overpowering and killing of all the crew, save one person, a man named Lewis, and he was badly wounded and crept into the hold. A little later, when the vessel was swarming with Indians bent on pillage, Lewis set fire to the magazine containing several tons of powder and blew it up, killing over two hundred Indians and wounding many more. The Indian who gave the account had been taken prisoner and claimed to have been an eye witness of the scene.

In June 1810 Mr. Wilson Price Hunt, the partner of Astor, who was to have charge of the overland party, went from New York to Montreal for the purpose of completing the organization. This being perfected as far as possible, he left Montreal on July 5th for Mackinaw, arriving there on July 22d. There Ramsay Crooks joined the party. (This gentleman was the father of the late Col. William Crooks

so long connected with the O. R. & N. Co.) On August 12th the party set out for St. Louis, arriving there on Sept 3d. Hunt left St. Louis on Oct. 21st, having planned to winter on the Missouri beyond the frontier, and stopped a little above the site of St. Joseph, near a small stream called the Nadowa. He was prevented from going further, as the river was closed by ice the next day. It was at this camp that John Day, a famous hunter, whose name is perpetuated in Oregon by having two rivers named after him (one near Astoria), joined the party. Mr. Hunt returned to St. Louis on Jan. 20, 1811, and after adding a number of recruits, he departed on March 12th, and arrived at the Nadowa winter camp on April 17th. This camp was abandoned on April 21st, and the entire party began its long journey to the Pacific Ocean, a portion of which arrived at Astoria on January 18, 1812, and the remainder (except Crooks and Day) on Feb. 15th following. Crooks and Day arrived on May 11, 1812.

On June 29, 1812, the hunter, John Day, with a number of others, started on the return trip to St. Louis. In a short time he became seriously deranged, and on July 2nd tried to kill himself. Soon he grew so violent that he was taken back to Astoria, where he died a year later, and was buried on the bank of the Columbia near the site of the present city hall. It was at this point that Donald McTavish, who was drowned on May 22, 1814, was also buried.

From the Canadian frontiers to Mexico, all

that great inter-mountain and coastal country was an unbroken wilderness lorded over by the Indian. Nobody claimed the land; no nation had considered it worth while to look after its ownership. Boundary lines had not been defined.

But Great Britain and the United States were beginning to take notice. As did also a man who lived in old New York and dreamed big ideas with a broad and deep purpose. He was engaged in the business of buying and selling furs. He had thrived and prospered in commerce and trade. Even then all the world was familiar with his name—John Jacob Astor.

Born in the little village of Waldorf, Germany, July 17, 1763, Astor landed in America three years after the surrender of Cornwallis. He reached the Battery with less than \$25.00 in money, but he was full of resolution and pluck—one of four brothers whose father was exceedingly poor.

On the trip over John Jacob Astor became acquainted with a fellow passenger who had been in America and was again returning to the new country. This passenger talked freely of the money that could be made in buying pelts from Indians and trappers: which put an idea into the head of the future multi-millionaire, soon to bear fruit. So that when he landed and had been met by his brother Henry, who had emigrated to this country several years previously, he knew already what he intended to do.

Seeking out the establishment of Robert Brown, an aged and benevolent Quaker, Astor

secured a position which enabled him to learn the fur business. His first duties were beating furs and pelts to keep out the moths. He was so thorough in his work that his wages were raised the first month. Determined to learn the business perfectly he worked over-time. Even at that early period he remarked to a friend, "knowledge is power," and his energies were vigorously directed to this end.

Very soon Astor began buying from hunters and Indians. He developed unusual sagacity and his employer had great confidence in him. He was sent to Montreal to close a business transaction for Brown and acquitted himself so creditably that he was complimented by the old merchant upon his return. Shortly afterward, with a pack containing articles of barter on his back, he struck into the wilderness of St. George, Quebec, to get a practical training in the haunts of the red man and trapper.

The Indians were shrewd bargainers and so was Astor. The red man found his match in the Teutonic pilgrim. It was evident at once that Astor knew furs, knew values, and the tribal peoples respected him for it.

It was not long from this until a sign at number 40 Little Dock St., New York, read: "J. J. Astor, Furs and Pianos."

Astor sent his first ship to China in 1800. He was then worth \$250,000. Shortly he was worth an even million. He said, with a chuckle, "I was worth a million before anybody knew it."

This was the sort of a man who conceived

the idea of establishing a line of trading posts from St. Louis to the Pacific Coast. In furtherance of this object he laid his plans to organize a company that would brook no rival. History records with what success.

Astor died March 29, 1848.

It was from such a man that Astoria sprang.

It was from an Astor trading post that prosperous Astoria of today came.

Something of the old stamina and aggressiveness with which the German was endowed seems to have permeated those who are of the Astoria of today. They have crowded along and become prosperous despite conditions in the outside world. And when they made up their mind to celebrate the one hundredth anniversary of the foundation of their home town they allowed no obstacles to interfere with it. Business men stormed the state capitol at Salem, and secured not only a state appropriation, but the great moral support of the official lawmakers to the end that a Centennial celebration worthy of the idea, worthy of the original Astor, worthy of Astoria, and of Astoria's children, has been conceived.

So, when President William Howard Taft officially opens this centennial, August 10th next, the nation's greatest man will be an active participant in an event which was in the growing a hundred years ago.

This is what Astoria is going to offer tourists and visitors to her shores during the continuance of the Centennial, Aug. 10th to Sept. 9th next:

Opening of the Centennial by President Taft.

Thirty days' military and marine pageant.

Daily maneuvers and parades on land and water.

Pacific Coast Regatta, during which the Motor Speed Boat Championship with a \$4,000 prize, will be decided.

Sail boat races between the pleasure craft which dot the shore line along the Pacific Coast, and contests between the fishing fleets.

Spectacular water front production, semi-weekly, of the destruction of the "Tonquin."

Canoe races between real Indians.

First appearance in the northwest of the Glenn Curtiss Hydro-aeroplane, the speedy monster which skims along the water at the rate of 35 miles an hour, rising at will into the air with the ease of a gull, detouring over the lands and alighting on the deck of a battle-ship.

Stupendous naval parade by squadrons of battle-ships.

Reproduction of Fort Astoria, complete in detail.

Daily program of special features in the Astoria City Park Amphitheater both day and night.

Additional and detailed information will be given upon application to the Centennial Committee, or to A. A. Tremp, General Manager, or to John Day, Manager of Publicity. Address communications to any of these at Astoria, Oregon.

ASTORIA is an enterprising and prosperous city situated in the extreme northwest corner of the State of Oregon, at the mouth of the Columbia River (see map), and commands the ocean gateway to and from the vast inland empire of which Portland is the industrial nerve center. As a picturesque "inland" seaport it has few rivals, and visitors are assured a variety of entertainment making it well worth while.

Railroads will sell excursion tickets to the Centennial at Reduced Rates, providing convenient limits and liberal privileges en route. Exact sale dates will be announced in due season.

The Southern Pacific lines from all Pacific Coast points in California, and Southern and Western Oregon, reach Portland direct. The Oregon-Washington Railroad & Navigation Co. reaches the same central point from Seattle, Tacoma, Gray's Harbor and Western Washington, also from Eastern Washington and Northern Idaho; and in connection with the Oregon Short Line and Union Pacific, from Southern Idaho, Utah and territory farther East. Both lines afford complete through and local train service.

Between Portland and Astoria excursionists may have the magnificent scenic Columbia River trip via the O-W. R. & N. Co.'s commodious steamers. This river trip is one of the most noted and popular in the West, and is included in many thousand itineraries annually because of its entertainment and charm. Rail service is afforded by the Spokane, Portland & Seattle line.

Be sure that your ticket reads at least one way by boat. For complete information consult any local agent, or address

WM. McMURRAY,

General Passenger Agent,

Portland, Oregon.

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